

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

Ad No. 1940-C2 - (FULL TILT) - Req. No. M91330 - Page, 4/c Bleed - (8 3/4 x 11 1/2 inches)

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National Magazines, 1986

(604)

Get a taste of it.

Merit

The low tar flavor break.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

Kings: 8 mg "tar," 0.5 mg nicotine—100's; 10 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report Feb. '85.



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